Corporación Regional de Turismo del Valle del Cauca

Cali and the Valle del Cauca

B L C Golden Dome *Photo Max Leupin*

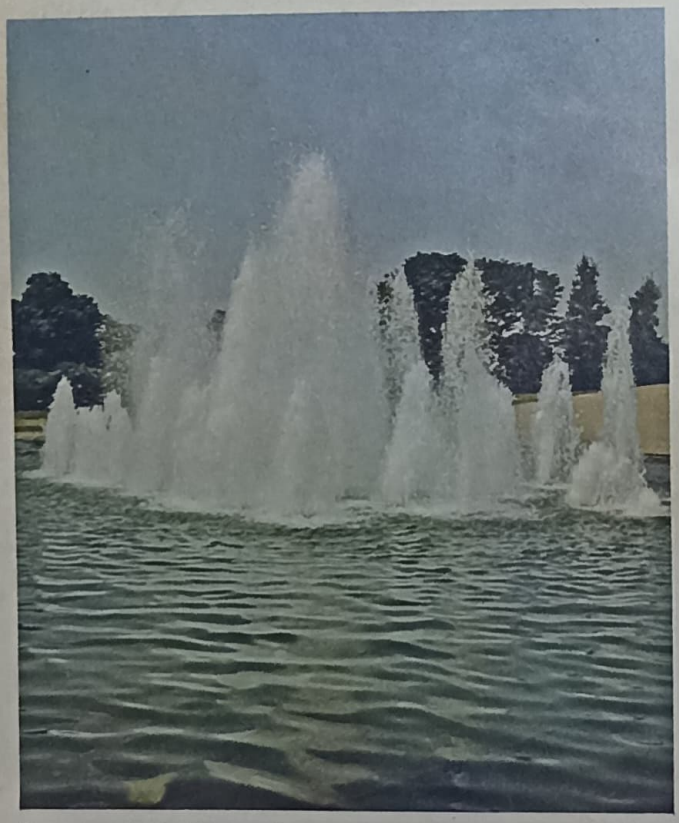
Centrum
asociado a
OGILVY & MATHER

Corporación Regional de Turismo del Valle del Cauca

Cali and the Valle del Cauca

Design and Layout: *Centrum - Ogilvy and Mather*
Direction: *Ma. del Pilar Ibarra de Salom (Cortuvalle)*
Designer: *Hugh Charles Hough*
Translation: *Harry Hutchings Jr.*
Alexandra Walter

Promoters: *Jorge Herrera Barona (World Basketball Championship Director)*
Nancy Kidston de Vargas (Manager, Cortuvalle)



Panamerican Fountain

Distance by road in kilometers from Cali to:

Barranquilla	1.223
Bogotá	489
Bucaramanga	915
Cartagena	1.099
Cúcuta	1.115
Manizales	266
Medellín	444
Pasto	404
Popayán	137
Santa Marta	1.317

Cali

Welcome to Cali, the capitol of the Colombian Departament of Valle del Cauca. This tropical paradise has direct air travel connections with the U.S., Europe and Central and South America as well as with all major Colombian cities. In addition to the national airlines (Avianca, Aires, Aces, Aerotal and Satena), a number of international airlines (Eastern, Viasa, Ecuatoriana) service Cali's Palmaseca International Airport.

Incidentally, Palmaseca airport boasts free zones catering to the passenger in-transit and the production of duty-free goods for export. For more information consult your travel agency.

A network of modern highways and scenic rail routes connects Cali with the rest of the nation. The starting point for inter-municipal travels in the city's bus terminal which daily handles 45,000 passengers. A breath-taking two-hour car ride over the western range of the Andes brings one to Buenaventura, Colombia's main Pacific coastal port.

"Chiva", typical small village bus *Photo Alvaro Tobón*

Municipal Theatre

Flower Market

Panoramic view of Cali, from the statue of Belalcázar

Cali

Pineapple Vender

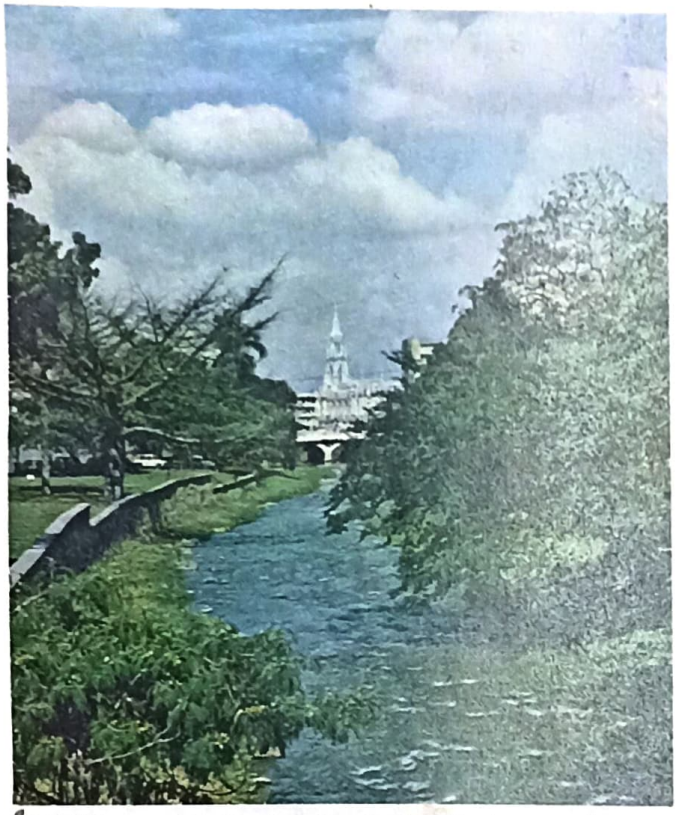
Nestled in the foothills of the Andes on the Cauca River at an altitude of 1.000 msl, Cali's climate is particularly pleasant (24° C, 75° F). Comfortably warm in the late morning and early afternoon, inviting mountain breezes cool the city in the late afternoon enticing caleños to stroll the tree lined avenues and parks, pausing to refresh themselves at the many outdoor cafes and restaurants.

Early morning and late afternoon rain showers in April-May and October-November are reminders of the lush tropical rain forest that spreads into the neighboring State of Choco which holds the world's highest rainfall record. Small wonder that The Farallones National Park (one of the largest in Colombia) boasts species of orchids, butterflies, flora and fauna in general which exist nowhere else in the world.

Reflections of the lush and tropical Pacific environment, bright red "Flame Trees", graceful Samanes native to the Valle, and century old Ceibas (some trunks measuring 4 meters in curcumference), rise above both the bright red tiled and white-washed colonial facades and the clean-lined modern architecture of the city. Perhaps nothing could surpass the beauty of our own "caleñas". Our women are internationally famous for their large dark eyes set in caramel colored skin and the grace with which they move (such as the young lady gracing our cover) – a truly beautiful "caleña" heritage.

But with a million and a half residents engaged in all the professions on which a metropolis thrives and promotes, Cali is a modern city. Fortunately, years of sound city-planning have minimized many big city problems. Many of our international visitors comment on the cleanliness of the city. Also, travel from any point from

Spirited...



Cali River, with La Ermita, in the Background

Shopping Mall, Unicentro

North to South or vice-versa is scarcely half an hour by car or taxi. (By the way, public transportation costs are standardized and information is available at the front desk of your hotel, with your travel agent or at the nearest tourism office).

As Caleños we're proud of the number of international companies which have made Cali their home whether in industrial or agrobusiness. So naturally, we cater to the international businessman. If you're planning a business meeting. Cali offers you everything in accomodations from a colonial "hacienda" to modern convention centers. Stop in or write to the Cali Chamber of Commerce or the Colombo-American Chamber of Commerce, they'll be more than glad to be of help.

Cali,with the river at the heart of the city, is relaxing for the business traveler and vacationer alike. May we suggest a stroll upriver past the Intercontinental Hotel where you will find the Tertulia Museum of Modern Art with its permanent collection of paintings, sculpture and periodic exhibits of national and international artists. The museum's theatre offers daily presentations of cinema classics and live concerts. Further up river is the Carlos Lehmann Natural History Museum boasting the most extensive collection of American flora and fauna in Colombia and a special section devoted to pre-Colombian archeology. On route to the Natural History Museum you might want to stop into any one of the four art galleries along the way : "Nelson Illidge", "El Charco", "Gaceta II" and "Galería Los Navas."

...Beautiful

La Merced Church

The Franciscan Complex

Cali

The Valle del Cauca - Priviledged region of Colombia

The Valle del Cauca is certainly a priviledged region of Colombia. The Spanish conquistador Sebastián Belalcázar discovered this part of the Colombian West in 1536 when he returned from Peru in his search for the city of El Dorado. The first settlement was called Jamundi and later was granted a charter as a city in 1725, thanks to the influence of Juan Morales Carranza, who is credited as being the true founder of Jamundí.

From this little indian Village to the South of present day Cali, (then inhabited by don Juan de Ampudia and his fellow expeditionaries) Belalcázar headed North for the purpose of founding a city which would be secure from indian attacks and could provide security for his strategic operations for domination of the routes to the sea and to fortify the government of Peru whose leader was the Marquis de Pizarro. Belalcázar made several unsuccessful attempts to found the city of Cali- once in the valley of the Melendez river (Cañasgordas), another in the Vijes indian village on the bank of the Río Grande de Santa Marta (Cauca river) and in the upper Calima valley until he finally established his city on the banks of the Cali river in its present location. On July 25, 1536 he named the city Santiago de Cali and appointed Captain Pedro de Ayala as mayor.

The community began on the slopes of the hill today known as San Antonio where Fray Santos Añasco celebrated the first mass in the thick shade of four "Carbonero" trees. The ground was consecrated and the first stone laid of what was to be the future modern city of Cali. The Convent of La Merced was founded in 1539 and the church dedicated to Our Lady of Mercy was built in 1545. According to Catholic tradition the miraculous image of Our Lady of Mercy was found near Tocotá and the shrine built to house the relic is believed to have been initiated in 1672.

La Ermita Church

Coat of Arms

On June 17, 1559, the king of Spain granted a coat of arms to Santiago de Cali consisting of a shield with an oblong picture of Santiago de Cali boasting two golden towers and two rivers flowing from the highest peaks of the Farallones Mountains and emptying into the sea or the great Santa Marta river, today known as the Cauca. Two galleons float down its course with several dugouts laden with goods of the region. The baroque frame is crowned with its date of issue-1559.

As the population grew, convents and churches were founded such as San Pedro, Santa Rosa, La Ermita, San Antonio and San Francisco with its attendant convent. The community of Franciscan Friars led by Father Larrea built the "Torre Mudejar" which is the admiration of all visitors to Cali. It's origin is blurred by legend and it is believed that it was constructed in 1750 by a Saracen architect named Pedro.

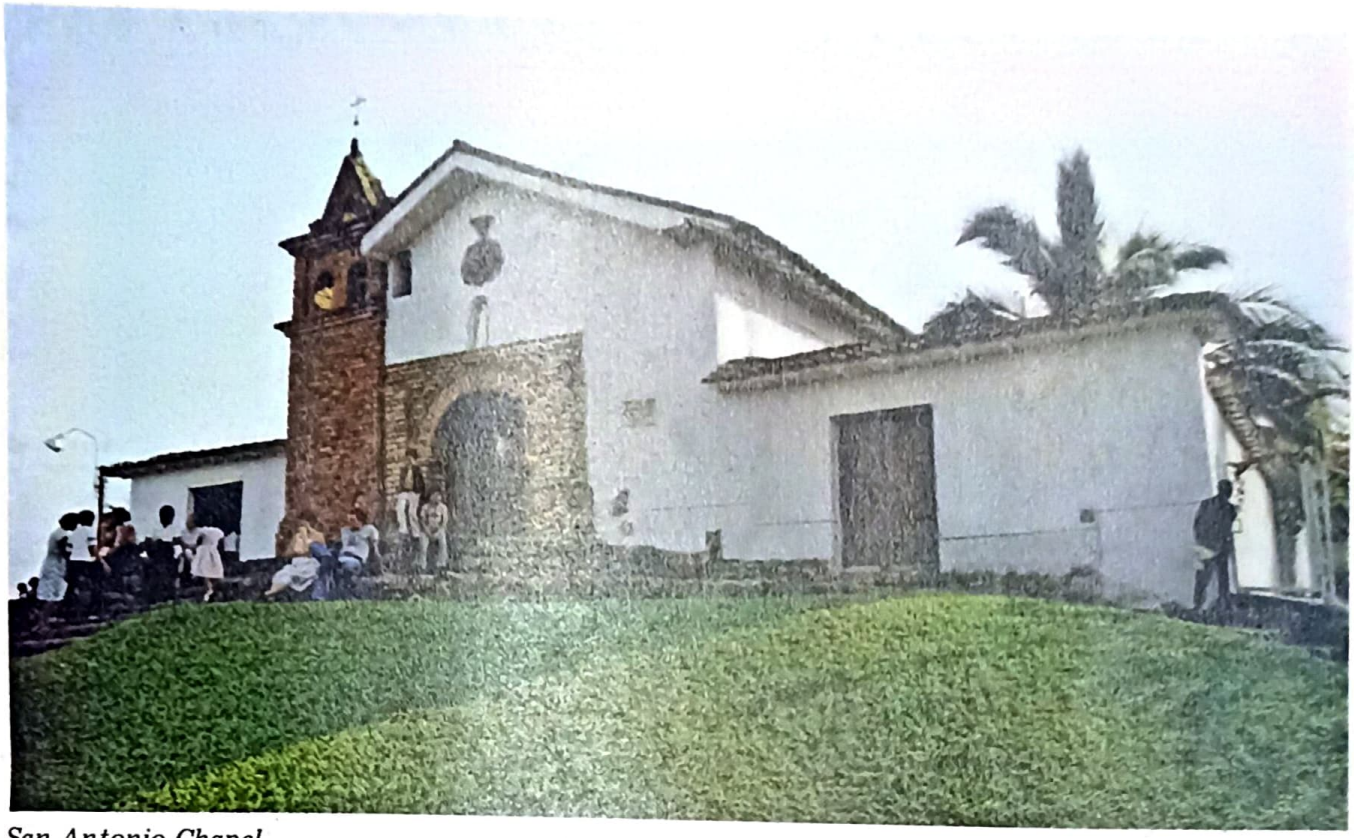
Historic

Oncidium Kramerianum

Photo Max Leupin

PROPAL
Productora de
Papeles S.A.

EL PAPEL DE LOS COLOMBIANOS



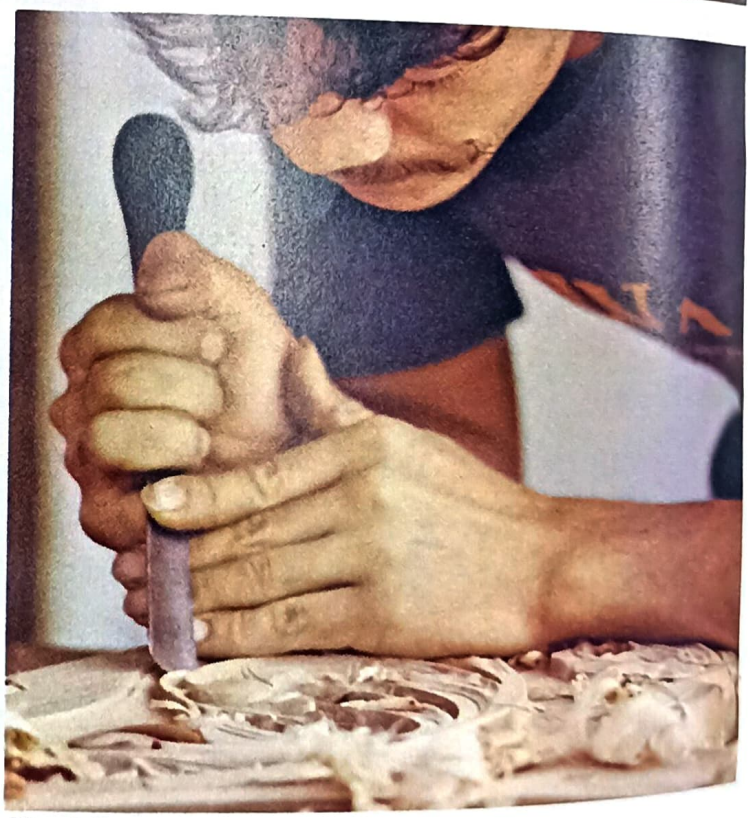
San Antonio Chapel

Simón Bolívar, the Liberator, himself conferred the title of "Capitol" of the Department of Cali and of the Department of the Valle del Cauca. In 1910 this new department was separated from Greater Cauca, an immense region which in 1881 extended from the beaches of the Caribbean on the North, reached Brazil and Venezuela to the East, bordered on Equador and Peru to the South and was Lord and Master of a great part of the Pacific Coast. No wonder Caleños are proud of our heritage considering that the Valle del Cauca at one time made up more than half of New Granada.

Today the Department of the Valle del Cauca continues to be of great geographic, industrial and agricultural importance and is one of Colombia's most prosperous departments. As a result, your visit to the Valle will not only be exciting due to it's great scenic beauty but also interesting when you experience Valle del Cauca's diverse and dynamic industrial growth. So you will witness everything from sugar cane mills and coffee plantations to the manufacture of a wide range of industrial goods for national consumption.

Ceramics

Typical Handicrafts of Valle



Wood Carver

Cali

"Macetas", decorated candy used to celebrate the San Pedro and San Pablo holiday (June 29)

What would be a party without the hors-d-ouvres of chicken-filled "empanadas" and rice-stuffed blood sausages, smoked ham, pork ribs or lamb. And as every "valluna" mother knows there's nothing easier to take on a picnic with the children than a big pot of kidney beans slow-cooked with ham hocs and herbs or "tamales" stuffed with chicken and accompanied by rice. Naturally, you'll want to try sangría made with wine from vineyards right in the valley.

Of late there has been quite a resurgence of interest in Colombian cultural origins culminating in the formation of dance groups in all four of the local universities in Cali and in the proliferation of many musical groups interested in Colombian music. We're proud to state that several of these have achieved national prominence. The choir of the Universidad del Valle won first place in the international competion in Brazil last year. Where ever our folkloric groups play the theatres are packed.

The city of Cali has taken an active interest in this important cultural expression and the formation of professionals in the theatre arts with the establishment the Conservatory of Fine Arts specializing in careers in music, sculpture, ballet, and theatre arts. We certainly cannot overlook the Experimental Theatre in Cali (TEC) whose repertory includes works by such distinguished "Caleños" as Enrique Buenaventura. More than one of his socially acute and humorous works enacted by the TEC troup has conquered Paris.

But the great annual celebration of the arts and culture in general is in the Christmas season. For two whole months (December through January) all of Cali celebrates it's carnival season. The kickoff is the annual cavalcade on December 25. The finest horses in the valley parade through the streets of Cali accompanied by marching bands, gaily decorated horse-drawn carriages, as all of Cali lines the streets to cheer.

Avocado

"Botijas" Mud jugs used to carry water

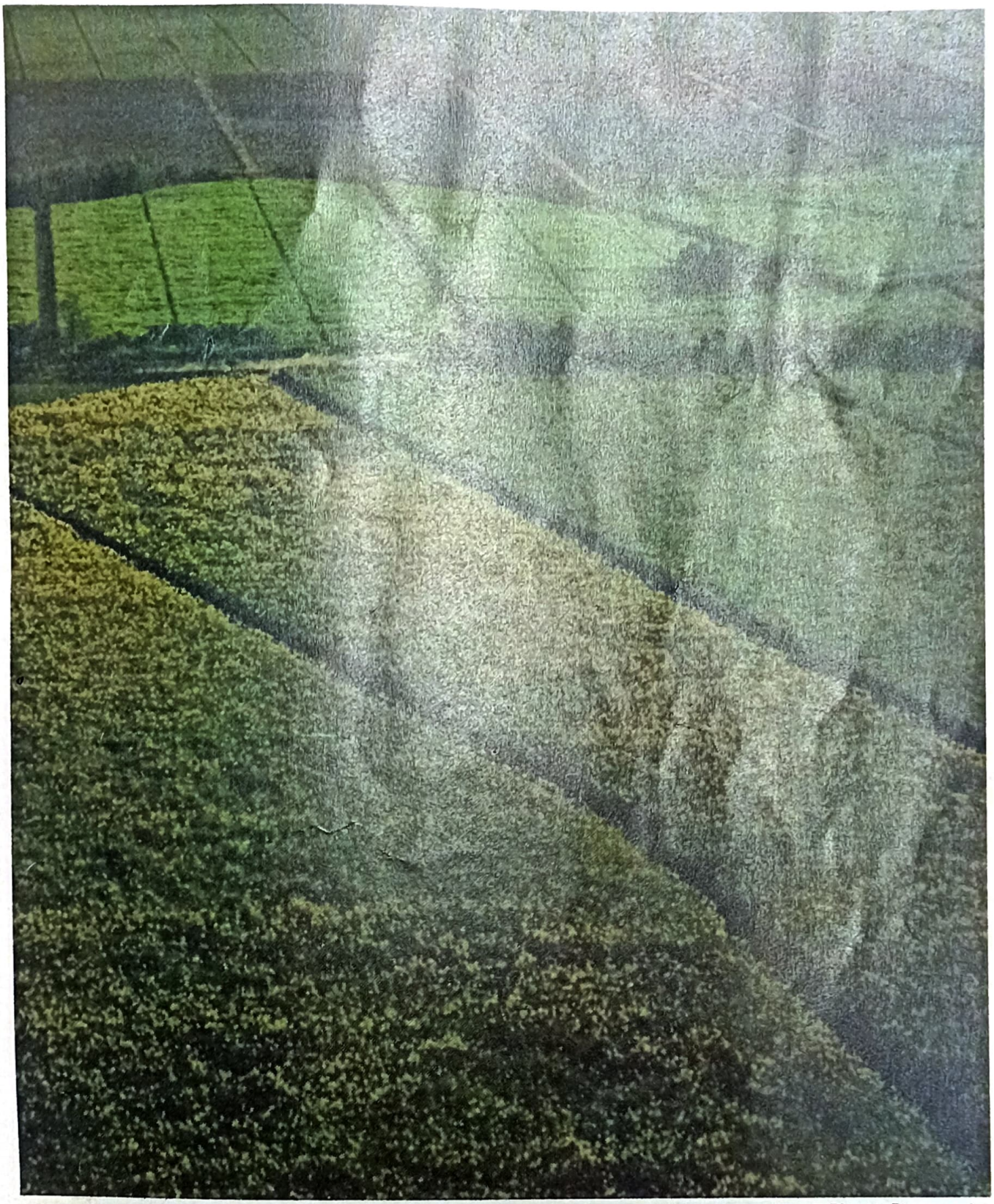
Think of it, here in the Valle del Cauca, we are extremely lucky to have a multifacetic cultural heritage. When you have the Andes mountain range for your borders, the Pacific coast and the gentle valley all within geopolitical borders- that makes for a broad range of musical folklore and folk arts. There are the sentimental rhythms played by local groups known as "chirimias" interpreting "bambucos" and "pasillos" on guitars, tiples, cuatros, drums and maracas.

Meanwhile the music of the Pacific Coast with its black african origins whips its dancers into a frenzy of sensual movements in such dances as the "cumbia", "patacora" and "currulao" (the latter being the most popular), played on marimbas, drums and maracas.

Considering that handicrafts are an expression of being, of feeling and of acting according to one's environment, in the Valle we find intricately wrought indian handicrafts such as basketry, wood carvings and tapestries. We also find traditional "criollo" handicrafts of useful articles such as clay pottery, mortar and pestles, wooden troughs and coffee baskets.

Our favorite local dish is "sancocho" which is a boiled chicken or fish soup with tropical vegetables such as cassava and plantains. Beefsteak "a la criolla" is a hearty piece of beef smothered in tomato and onion sauce. Tongue is another favorite served with a bitter-sweet raison sauce. "Muchacho" is a tasty round steak stuffed with carrots, peas and rice and served with a mushroom gravy.

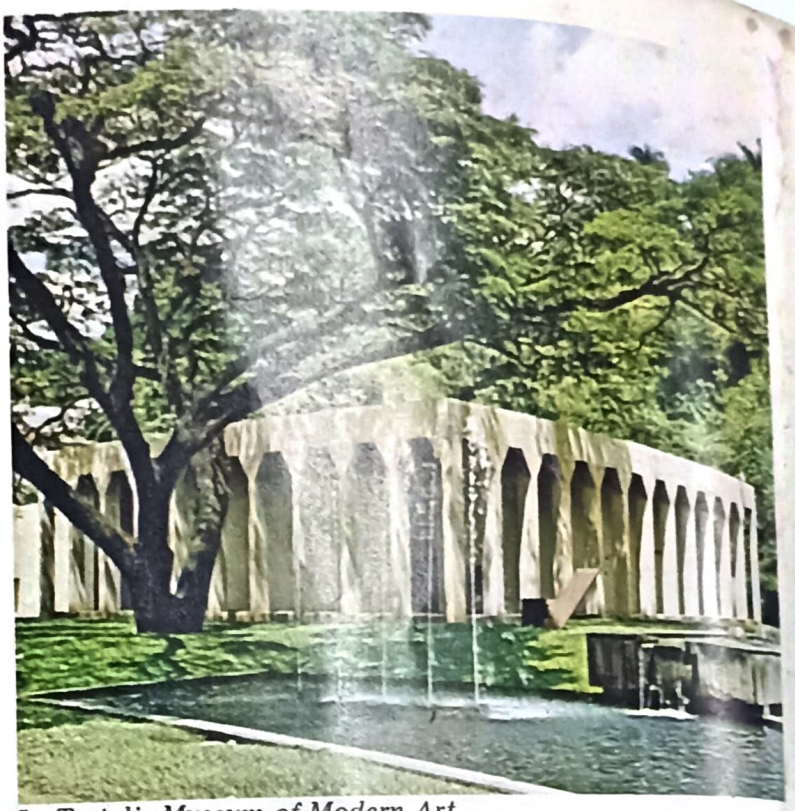
Folklore



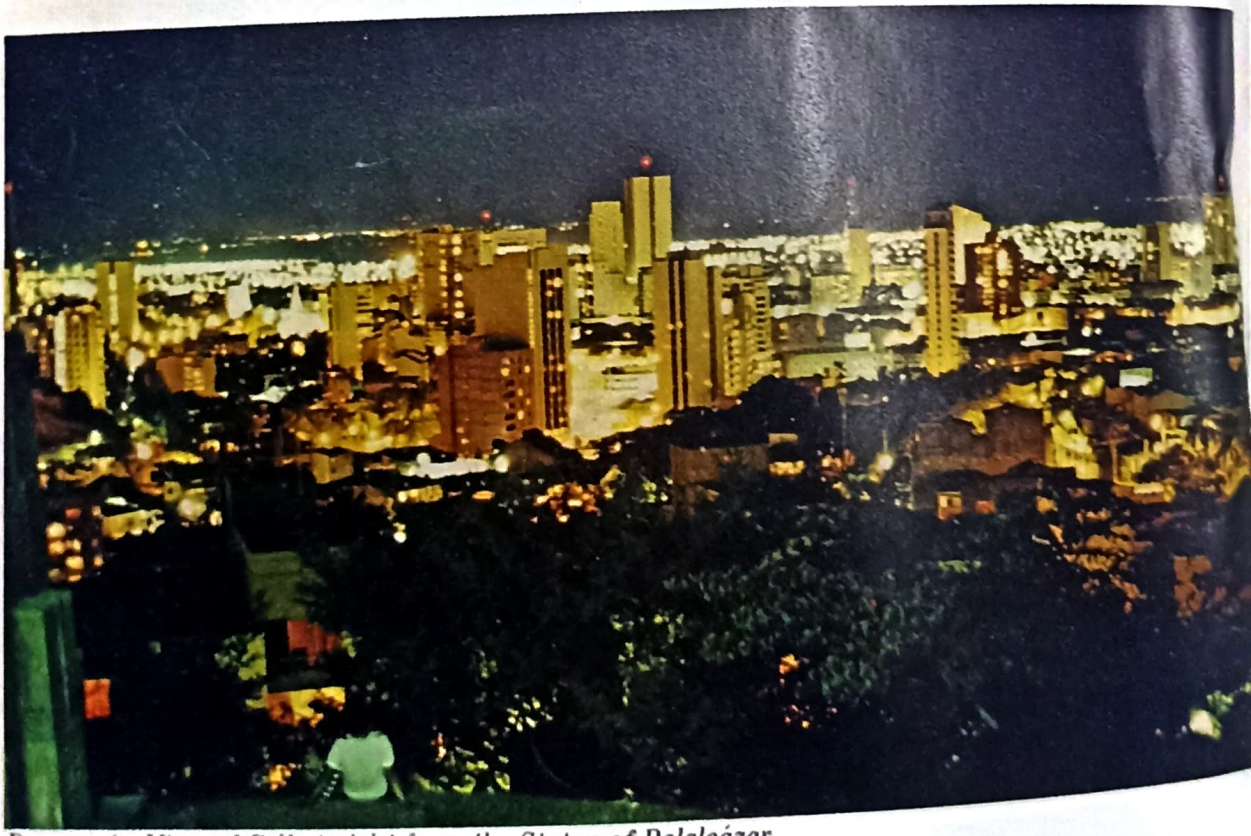
Different stages in the cultivation of sugar cane: shown on the background land preparation prior to planting, young cane and in the foreground, flowering sugar cane ready for harvest.

Photo Promundo.

INDUSTRIA DE LICORES DEL VALLE



La Tertulia Museum of Modern Art



Panoramic View of Cali at night from the Statue of Belalcázar

Cal

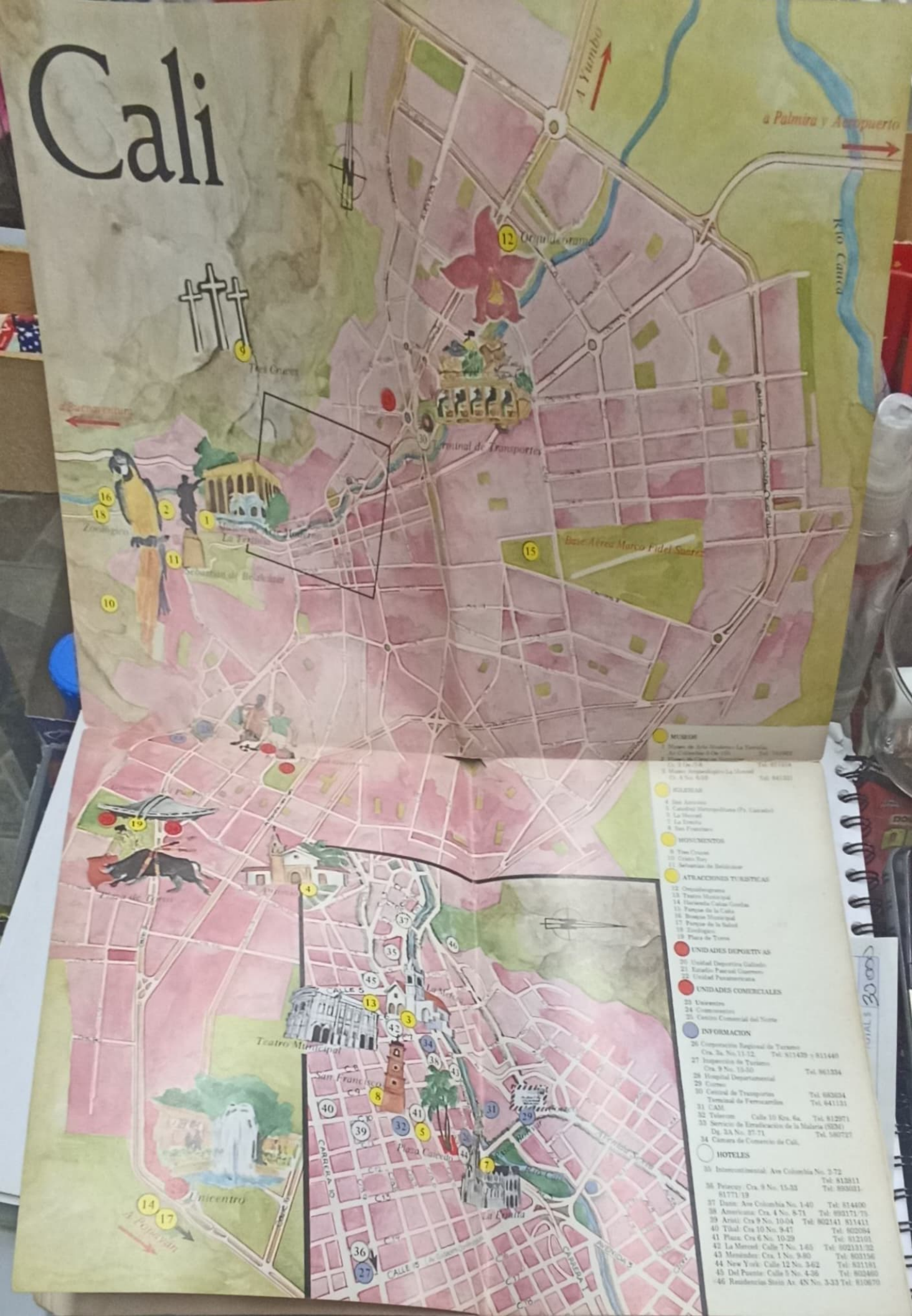
Plaza de Caicedo

Cali like her people is fun-loving and enjoys a fabulous night-life. There are night spots dedicated to the sentimental classics of Colombia and Latin American music of yester-year. And what would a night out on the town be without dancing to the "Reggae" music of the Caribbean? But the all-time favorite is "Salsa" (a more strenuous and exotic relative of the rhumba) and Cali is the world capitol of Salsa. The best salsa is danced in the Monday night show at the "Honka Monka" grill and in the open-air pavillions of Juanchito along the banks of the Cauca River.

Christmas is known as the Feria de la Caña, or Sugarcane carnaval! On December 26, at three o'clock sharp the gates to the bull-ring open and one of our young caleñas on a high-stepping horse salutes the presidential box. To the sound of trumpets out come the bullfighters, the capacity crowd roars its approval and settles down for an afternoon of some of the finest "corridas" this side of the Atlantic. The majority of the bullfighters come directly from Spain and our bulls bred on the hills of Silvia (sired from imported Spanish stock) have already proved themselves admirable adversaries. Visitors come from as far away as Panama, Ecuador, Venezuela, USA and Spain, for the experience.

And after the afternoon's bullfights, any self-respecting "aficionado" makes a beeline right for the "casetas", thatched roofed outdoor discotheques. There the clink of aguardiente shot glasses is drowned out by the music of live bands internationally renowned and the whirl of partners on the dance floor. During festive season Cali also celebrates a beauty contest, a handicrafts fair and folkdancing, all with participants from other Latin American and Caribbean countries. The whole city comes alive-don't miss it!

To the Visitor


Cali
A Yumbo
a Palmira y Aeropuerto
Río Cauca
Terminal de Transportes
Base Aérea Marco Fidel Suárez
Teatro Municipal
Unicentro
MUSEOS
MONUMENTOS
ATRACCIONES TURISTICAS
UNIDADES DEPORTIVAS
UNIDADES COMERCIALES
INFORMACION
HOTELES

MUSEOS

1 Museo de Arte Moderno La Tertulia.
Av.Colombia 5-Oe-105 Tel: 741902
2 Museo de Ciencias Naturales
Cr. 2 Oe.-7-8 Tel: 811414
3 Museo Arqueológico La Merced
Cr. 4 No. 6-59 Tel: 841331

IGLESIAS

4 San Antonio
5 Catedral Metropolitana (Pz. Caicado)
3 La Merced
7 La Ermita
8 San Francisco

MONUMENTOS

9 Tres Cruces
10 Cristo Rey
11 Sebastián de Belalcázar

ATRACCIONES TURISTICAS

12 Orquideograma
13 Teatro Municipal
14 Hacienda Cañas Gordas
15 Parque de la Caña
16 Bosque Municipal
17 Parque de la Salud
18 Zoológico
19 Plaza de Toros

UNIDADES DEPORTIVAS

20 Unidad Deportiva Galindo
21 Estadio Pascual Guerrero
22 Unidad Panamericana

UNIDADES COMERCIALES

23 Unicentro
24 Cosmocentro
25 Centro Comercial del Norte

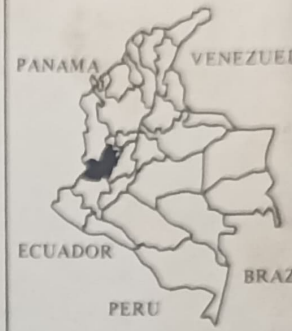
INFORMACION

26 Corporación Regional de Turismo
Cra. 3a. No.11-12, Tel: 811439 y 811440
27 Inspección de Turismo
Cra. 9 No. 15-50 Tel. 861334
28 Hospital Departamental
29 Correo
30 Central de Transportes Tel. 683634
Terminal de Ferrocarriles Tel. 641131
31 CAM.
32 Telecom Calle 10 Kra. 6a. Tel. 812971
33 Servicio de Erradicación de la Malaria (SEM)
Dg. 3A No. 37-71 Tel. 580727
34 Cámara de Comercio de Cali.

HOTELES

35 Intercontinental: Ave Colombia No. 2-72
Tel: 813811
36 Petecuy: Cra. 9 No. 15-33 Tel: 893031-
81771/19
37 Dann: Ave Colombia No. 1-40 Tel: 814400
38 Americana: Cra. 4 No. 8-71 Tel: 893171/75
39 Aristi: Cra 9 No. 10-04 Tel: 802141 811411
40 Tikal: Cra 10 No. 9-47 Tel: 802084
41 Plaza: Cra 6 No. 10-29 Tel: 812101
42 La Merced: Calle 7 No. 1-65 Tel: 802131/32
43 Menéndez: Cra. 1 No. 9-80 Tel: 803156
44 New York: Calle 12 No. 3-62 Tel: 831181
45 Del Puente: Calle 5 No. 4-36 Tel: 802460
46 Residencias Stein Av. 4N No. 3-33 Tel: 810670

Valle del Cauca



Hoteles

Buenaventura — Hotel Estación
Teléfono: 3935/7

Buga — Hotel Guadalajara
Teléfono: 72611-74611

Darién — Hotel del Lago Calima
Teléfonos: 821280-851280 (Cali)

Tuluá — Hotel Juan María
Teléfonos: 3355-4562-4564

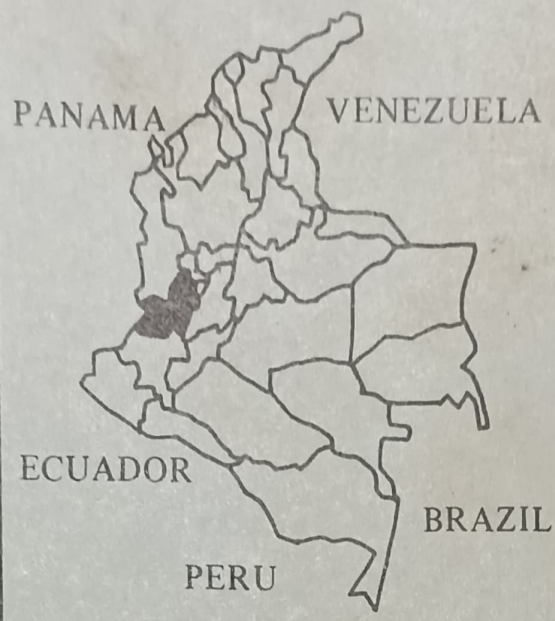
Palmira — Hotel El Dorado
Teléfono: 28055

Cartago — Hotel Don Gregorio
Teléfono: 27491

Versalles — Hotel de Turismo
Teléfono: 3730

Distancia por carretera en kilómetros de Cali a:

Andalucía	110
Buenaventura	130
Buga	74
Cartago	188
Dagua	40
Ginebra	53
Jamundí	23
La Victoria	152
Loboguerrero	54
Palmira	28
Piedechinche	42
Roldanillo	149
San Pedro	90
Tuluá	100
Zarzal	139



Hoteles

Buenaventura — Hotel Estación
Teléfono: 3935/7

Buga — Hotel Guadalajara
Teléfono: 72611-74611

Darién — Hotel del Lago Calima
Teléfonos: 821280-851280 (Cali)

Tuluá — Hotel Juan María
Teléfonos: 3355-4562-4564

Palmira — Hotel El Dorado
Teléfono: 28055

Cartago — Hotel Don Gregorio
Teléfono: 27491

Versalles — Hotel de Turismo
Teléfono: 3730

Distancia por carretera en kilómetros de Cali a:

Andalucía	110
Buenaventura	130
Buga	74
Cartago	188
Dagua	40
Ginebra	53
Jamundí	23
La Victoria	152
Loboguerrero	54
Palmira	28
Piedechinche	42
Roldanillo	149
San Pedro	90
Tuluá	100
Zarzal	139

RESTAURANTS

Don Carlos: Av. Colombia No. 7-54 Tel: 751884

Pipes: Calle 18 No. 6A-30 Tel: 621409

Tierra Colombiana: Calle 4 No. 1-25 Tels: 893640 - 813091

El Ranchito: Ave 6 N No. 48N-33 Tel: 631265

Mediterráneo: Ave Estación No. 4N-85 Tel: 661960

El Campanario: Cra. 4 Oes. No. 3-21 Tel: 894919

La Veda: Calle 23 CN No. 3A-58 Tels: 601203 - 631797

Suizo: Cra 30 diagonal 28-94 Tels: 40171 501671P

Toro Negro: Calle 21 N No. 5B-28 Tels: 631012 - 686271

Stradivarius: Calle 44 Autopista Yumbo Tels: 689617 - 683966

El Alcázar: Cra 37 No. 4c-74 Tel: 561076

Creperia Solocrepes: Calle 24 N No. 6n-23

DISCOTHEQUES

Extasis:	Calle 9 No. 4-50	Tel. 821867
El Escondite	Cra. 37A No. 5-14	Tel. 586679
Siboney:	Calle 47N No. 21-39	Tel. 683303
Honka-Monka:	Cra. 6 No. 24-17	Tel. 771097
Los años Locos:	Calle 5 No. 38d-101	Tel. 589501
Estudio, 43:	Calle 43N No. 6N-38	Tel. 671377
Agapito:	Carretera a Calipuerto	Tel. 410751
El Abuelo Pachanguero:	Carretera Calipuerto	

HANDICRAFT SHOPS

Corporación Regional de Turismo	Cra. 3 No. 11-22	Tels: 811439 811440
Misag:	Av. 6N No. 14-99	Tel. 621934
Colombia:	Calle 12 No. 1-20	
Río Cali:	Calle 12 No. 1-16	Tel. 851314
Platería Ramírez	Cra. 8 No. 16-63	Tel. 831214

Palmaseca International Airport	Tel. 417021
Bus Terminal	Tel. 680349
Railroad Station	Tel. 641302
Tourist Information Center (Cortuvalle)	Tel. 811440 811439
Tourist Inspection (Security)	Tel: 861334

Taxi Fares (in Col. pesos)	
Minimum charge	$ 60.oo
Airport - center city	$ 450.oo
Night surcharge (after 8:00 p.m.)	$ 14.00
Service per hour	$ 450.00

Information

C Jewel Higdon x S L C Naomi Kerns *Photo Max Leupin*

GRUPO SUPERIOR

Empresas Vallecaucanas al servicio del Desarrollo Nacional

Autopartes-Motocicletas Honda-Carrocerías de buses-Furgones-Remolques-División Pesquera

Here are a few more "musts" on your visit to Cali

The Franciscan church complex: Made up of three beautiful buildings- the San Francisco church and its bell tower which is an outstanding example of Mudejar architecture, chapel of the Immaculate Conception and San Joaquin Convent.

San Antonio Chapel: Built in the 18th century in colonial style, is located on a gentle promontory and has a beautiful view of the city.

La Merced church and convent: Is the oldest church in Cali built on what used to be the banks of the Cali river in the mid-sixteenth century. It houses a very complete archeological museum, and has been recently restored.

La Ermita: This Gothic-styled church on the river is one of the city's aesthetic landmarks.

La Tertulia Museum of Modern Art: Cali's cultural center, art gallery and cinema. Through its exhibits, concerts and communications arts presentations, La Tertulia pays tribute to renowned Colombian and international artists.

Orquideorama: This open-air pavillion constructed in the style of an old sugar mill was specially designed to house the expositions of international orchid shows. This annual event is judged and witnessed by experts from around the world. Orchids and other exotic species are available for purchase.

Municipal theatre: At the heart of Cali and its cultural events, the Municipal Theatre hosts events of international calibre.

Hacienda Cañasgordas: In this colonial hacienda, Simón Bolívar- the "Libertador" stayed on route to Ecuador. Well worth seeing, it is only 15 minutes from Cali on the road to Jamundi.

San Francisco Plaza

Famous Feria (fair) of Cali *Photo Dorothy de Posada*

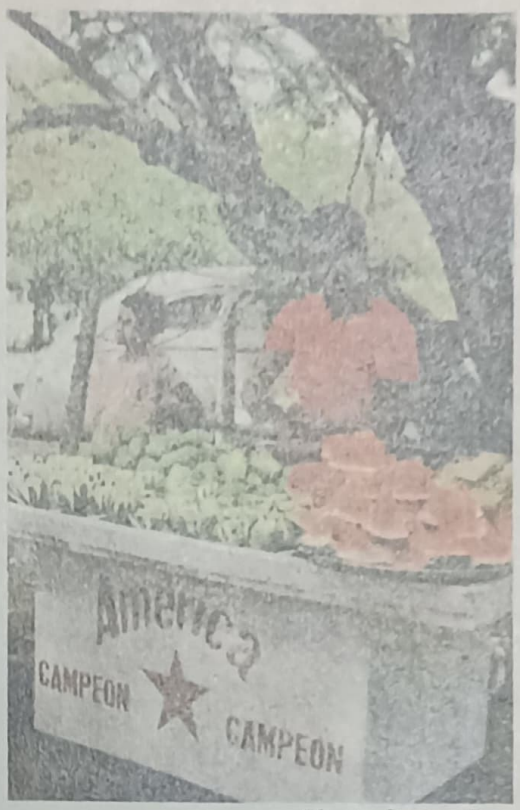


Photo Pedro Rey

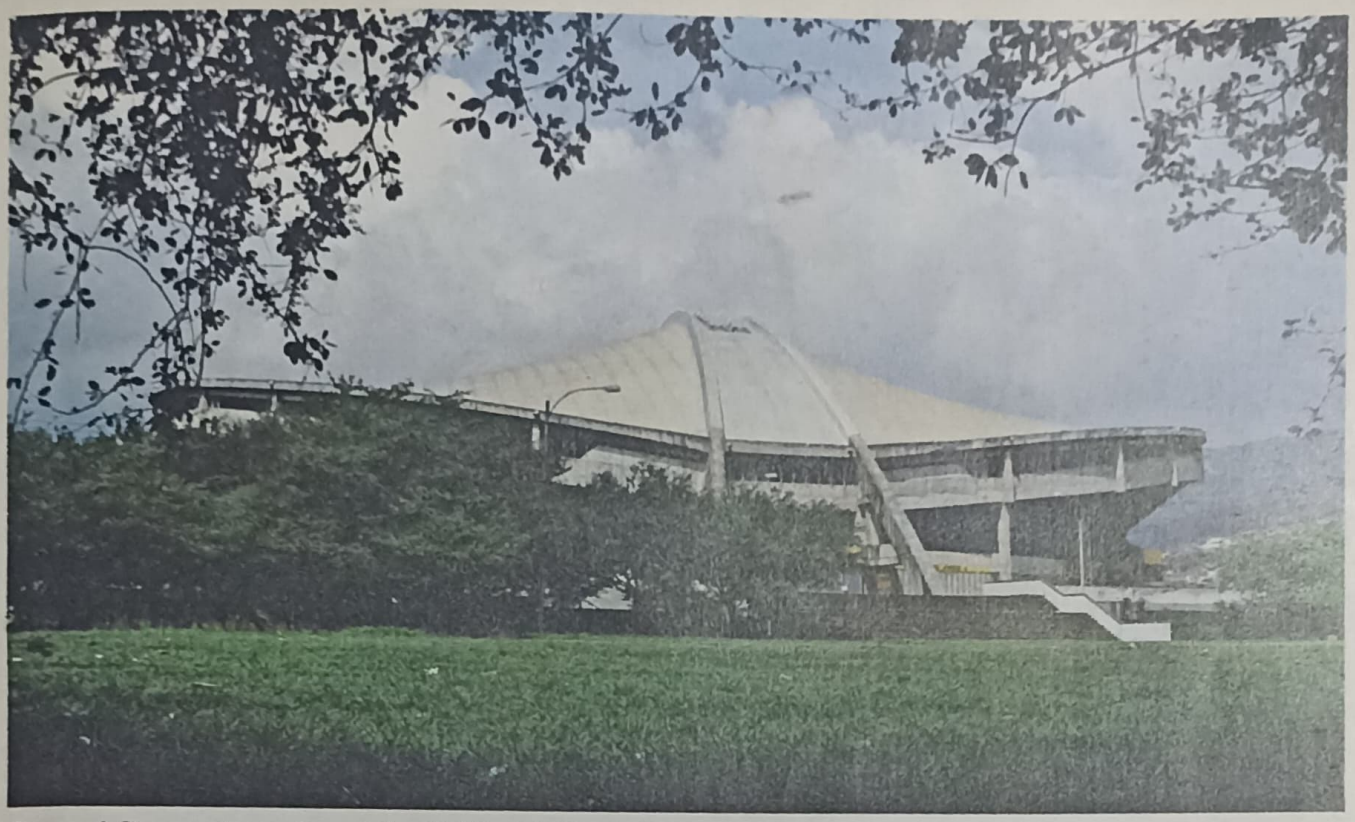
Dancing in the streets during the Feria de Cali

Feria de Cali

Cattleya Violacea — *Photo Max Leupin*

HOTEL INTER CONTINENTAL
CALI
INTER-CONTINENTAL HOTELS
CALI

10 años ofreciendo lo mejor del mundo en Cali.



Covered Gymnasium, site of the IX World Men's Basketball Championships (1982)

Evangelista Mora Gymnasium: Has a capacity for 7,000 spectators, used as a gymnasium and for cultural events.

Pan American Sports Complex: Boasts olympic swimming pools and diving facilities, velodrome, baseball diamonds and roller-skating rink.

Bull-ring: Is also used for boxing and musical shows as well as the annual bull fights during the Christmas season.

Club Campestre: A private club excelling in golf, polo, tennis and equestrian events.

Lake Calima: A truly breath-taking setting on this man-made lake where the high winds are ideal for sailing, crew events and water sports. Located only two hours from Cali, it is here that the annual South American Sunfish Championships are held

Lake Calima

Typical "Hacienda" or Estate of Valle

Valle del Cauca

The geographical Valle del Cauca is a strip of land 250 kilometers long and average of 30 kilometers wide lying between the Eastern and Central ranges of the Andes mountains and is irrigated by the Cauca river. These are fertile lands intensively cultivated primarily in sugarcane and have the distinction of being the only place in the world outside of Hawaii that harvests cane all year round.

The Valle del Cauca is a departament of cities all agricultural, cattle or industrial centers. From Cali heading north along the valley, sugar mills and plantations are scattered along the so-called "sweet route of Colombia".

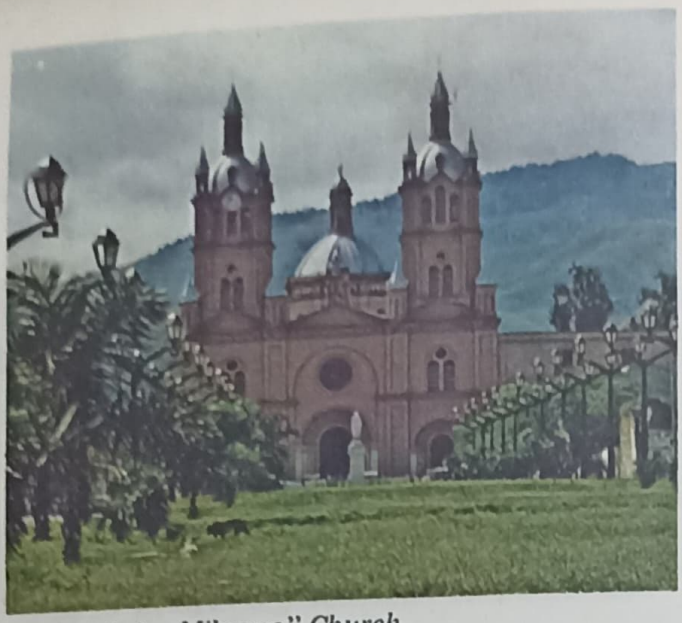
Palmira: The center of agro-industry in the valley, Palmira is only twenty minutes from Cali. Nearby are the International Center for Tropical Agriculture (CIAT) where research benefitting developing nations in Latin America is carried out in pasture species, **Phaseolus** beans, cassava, and rice, and the Colombian Agricultural Institute which works toward increased agricultural yields in many crops in Colombia. Palmira boasts a Municipal Recreation Center and the commercial resort area "Lagos de Maracaibo" is within easy reach.

In the city itself you may still ride in the traditional "Victorias", horse-drawn carriages along the palm-lined avenues, from which Palmira gets its name.

Cathedral of Palmira

Carriages "Victoria"

Palmira



"Señor de los Milagros" Church

Buga: Famous for pilgrimages to the Basilica of Nuestro Señor de los Milagros, Buga is an agricultural market town bustling with intense economic activity.

Its annual Agricultural and cattle Fair, and Song Festival is a "must" in July.

Tuluá: Right in the middle of the valley, Tuluá is a commercial and cattle ranching town bisected by the river of the same name. The Departamental Botanical Gardens are located here where conservation and propagation of many exotic tropical species is carried out.

Tulua is also famous for it's annual National Horse fair, which takes place in June, during which you will see the finest in "paso" horses found only in Colombia.

Buga

Piedechinche: An old hacienda in the foothills of the Central Range of the Andes, only 15 minutes from Palmira has been converted into a museum housing the history of the cultivation of sugarcane. The museum also includes a collection of the flora associated with primitive sugar processing, native tropical plants and a collection of colonial art

Piedechinche

Cartago: Is one of the oldest cities in the valley being founded in 1540 and has managed to preserve evidence of its colonial past despite the years. Worth seeing are the Casa del Virrey (the Viceroy's palace) dating from the 17th century and recognized as the finest example of colonial architecture in the valley, and San Jorge and Guadalupe churches. Cartago is only 190 kilometers from Cali.

Colonial Viceroy's House

Cartago

El Paraíso Estate
setting for "La María", literary work ot art

El Paraíso: Is a restored colonial hacienda of exceptional beauty. This was the setting of Jorge Isaac's famous romantic novel **La María.** El Paraíso is perhaps most representative of the valley's colonial and romantic past.

El Paraiso

Cattleya Dowiana "Aurea"

Photo Max Leupin

Colombina

Trabajamos para una Colombia más dulce

Omar Rayo Museum of Modern Art

Roldanillo: Founded in 1576, Roldanillo is a typical valley town and is the home of the Omar Rayo museum of Latin American Drawings and Engravings. It is the center of activities for plastic arts in the department. The museum houses a library of the visual arts, and a collection of 2,000 engraving and 500 creations of Latin American artists.

Soybean field

Roldanillo

Hotel Estación - Buenaventura

Buenaventura: Two and a half hours from Cali on the Pacific coast is the port city of Buenaventura, the center of agro-industrial development there. As the largest salt water port in Colombia Buenaventura has a very important Free Zone, and long lines of trucks testify to the brisk import and export business at hand.

When in Buenaventura please don't miss stopping into the Hotel Estación which has been recently remodeled by the Tourism Office. The Hotel Estación was built in the early part of the twentieth century and is a lively example of the old "grand hotels". Many years ago the Hotel Estación was the final stop in Buenaventura before embarking on the long cruise to Europe. Today, it has been restored to its former splendor. And the cuisine is superb, as well. We also recommend "El Mexicano", "Los Balcones" and "Rico Marisco" as fine restaurants.

La Bocana: May we recommend an excursion to this popular beach which is only thirty minutes from the port of Buenaventura.

Juanchaco: A two and a half hour boat ride takes you to the beaches of Juanchaco and Ladrilleros of singular beauty on the fringe of vast expanses of tropical rain forests.

Gorgona: The island of Gorgona which houses a national prison for men is a rare example of untouched tropical rainforest, surrounded by cristalline waters abounding in edible fish of gigantic proportions and complemented by stupendous reefs for skin-diving. Gorgona is eight hours by boat from Buenaventura and the visitor must request permission from the prison authorities but the landscape is well worth seeing and as a camping experience nothing could be better.

Buenaventura...

Epidendrum Hartwegii

Photo Max Leupin

CFV *Corporación Financiera del Valle S. A.*

Somos un Banco de fomento

Dendrobium Densiflorum *Photo Max Leupin*

CEAT GENERAL
DE COLOMBIA S. A.

Cattleya Semi-Alba

Photo Max Leupin

IX Campeonato Mundial
Masculino de Baloncesto
Cali, Colombia 1.982